



ECONOMIC DEVELOPMENT COMMISSION ACTION MINUTES

City Hall Room 10
1225 Lincoln Way

March 9, 2004

MEMBERS PRESENT: R. Gross, M. Holmes, G. Moffat, M. Reynolds, H. Roper, K. Sands, J. R. Smith

MEMBERS ABSENT: None

OTHERS PRESENT: Lani Lott, L.L. Consulting; Bruce Cosgrove, Chamber of Commerce; Jodie Hale, Planning Commission; members of Downtown Business Association and Old Town Business Association

CITY STAFF: Robert Richardson, City Manager

STAFF SECRETARY: Marilyn Hamner-Crout

TOTAL ATTENDANCE: 20

MEETING CONVENED: 4:00 p.m.

SECTION	AGENDA	ACTION	VOTE (if
I. Call to Order and Flag Salute		Meeting was called to order by Acting Chairman Monti Reynolds at 4:00 p.m.	
II. Agenda Approval	Review agenda and	No changes were requested.	
III. Public Comment	A time to speak on any	Holmes extended a warm welcome to new Commissioners Gary	
IV. Approval of February 24, 2004, Minutes	Approval of minutes.	The minutes of February 24, 2004, were approved as submitted.	Motion Roper/Sands Approved.
V. Fiscal Year 2003-2004 Budget Report		City Manager Robert Richardson noted that the budget record was corrected to show that the in-kind services for the Auburn MarketPlace will not be charged against the EDC budget. Ending	
VI. Funding Request		None.	
VII. EDC Business	"Promoting Auburn as a Destination for Single-Day Tourists" Workshop	Lani Lott of L.L. Consulting was introduced by Gross. An outline of the fundamentals covered in the workshop are as follows: <u>Reasons for Single-Day Visits</u> Preplanned, variety, last stop, satisfaction, expectation, purpose, treasure hunt, open availability, enjoyment educational, break in routine, new experience, repeat experience, quality <u>How to Establish Auburn as a Destination for Single-Day Visitors</u> Image—marketing and promoting Physical Aspects—signage, parking, location shops, landmarks, kiosks	

SECTION	AGENDA ITEM	ACTION	VOTE (if any)
	Endurance Capital Committee Proposal	<p><u>How to Attract Fine Art Shoppers</u> Create the Image—Cultural arts community galleries, art studios, live theatre, quality Marketing Plan—Profile the target market, inventory assets, evaluate, identify the gaps, create the package, deliver, a measurable objective <u>Unified Objectives</u> Centralize Comprehensive Partnership</p> <p>City Manager Robert Richardson reported that when the Endurance Capital Committee goes to City Council next month for funding, that it is proposed that the Endurance Capital Committee officially become a subcommittee of the EDC. It was moved to officially establish the Endurance Capital</p>	Motion: Sands/Roper Approved.
VIII. Economic Development Commission Reports		Gross gave an update on the discussions of the arts marketing committee.	
IX. Future Agenda Items			
X. Adjournment		Meeting was adjourned at 5:45 p.m. The next regular meeting will be held on Tuesday, March 23, 2004.	